

# How to get started with acquisition programs

Get more new supporters for your campaign



## Goal

Connect with and invite people who are likely to support your campaign or organization to submit their information and join your email or direct mail list.

Later, your organization can reconnect with your signups for fundraising, volunteering and campaign events.

## Getting set up

Place the [Facebook pixel](#) on your website so you can:

- Get the most out of Facebook's optimization
- Create high-intent audiences for targeting
- Pass back value-based parameters, such as donation amounts, for better measurement and optimization
- Understand multiple conversion points and conversion paths throughout the marketing funnel

**Tip:** Install the [Facebook Pixel Helper](#) to help ensure you've installed the pixel correctly

## Campaign objectives

### Website conversions

- Use this objective to make the most out of Facebook's optimization. Drive people to a landing page with a form they can fill out to connect with your organization. Be sure you have the Facebook pixel placed, along with Standard Events, so you can properly track the number of sign-ups you are acquiring.
- **Tip:** If fundraising is your ultimate goal, redirect your landing page form to a donation page to maximize return on investment

## Placements

To drive the lowest average cost per acquisition, we recommend running on automatic placements. By using automatic placements, you'll take full advantage of our ad delivery system's placement optimization, and we'll deliver ads to your audience where they're spending their time.

Learn more about [delivery and placement optimization](#).

## Audiences and targeting

Keep your audience as broad as possible for conversion campaigns to take advantage of Facebook's ad delivery optimization. Our delivery system will find efficiencies and deliver ads to those who are most likely to convert at the right time. Here are some audience segments to consider:

- Website custom audiences
- Engagement custom audiences
  - > People who view your videos
  - > People who like your Page
  - > People who engage with your content
- Interest targeting
  - > People interested in similar organizations or candidates
  - > People interested in certain issues
- Lookalike audiences of your contact or donor list

## Bidding, budget and optimization

- In general, optimize for the campaign objective selected: website conversions or leads.
- For less than 50 conversions a week, switch to a higher-funnel conversion event (such as landing page views) or optimize for clicks,

until you meet the conversion threshold

- Use lowest cost bidding if you're trying to understand what your cost per acquisition will be. If you have specific cost per acquisition goals, use a bid cap or average cost bidding to insure you're hitting your goals.

Learn more about [conversion bidding](#) on Facebook.

- Prime your audience with a video or brand campaign introducing your organization or candidate and follow up with the email sign-up ask
- Use video creative for your acquisition campaigns that introduce your candidate, organization or their stances on issues

## Ads and creative

Use messages that encourage people to connect with your campaign or organization. Some ad formats to consider include:

- Mobile-optimized video
- Instagram Stories Ads
- Carousel
- Static images

**Tip:** Remember that people consume content on the platform in different ways, so having a mix of creative will allow you to connect and engage with as many people in your audience as possible

**Tip:** Check out this guide on creative best practices. ([Facebook 201: Creative Best Practices and Content Suggestions](#))

## Measuring success

- Use ads manager to track your cost per conversion, cost per lead and number of conversions and leads
- Check out Creative Reporting in Ads Manager to evaluate which ads across ad sets and campaigns are the most effective
- Get a deeper understanding of your donor journey and where and how your donors are interacting with your organization across your website, app, Facebook Page and more using Facebook Analytics ([analytics.facebook.com](#)) Use our split testing tool to test different ad variations and determine a winner ([facebook.com/business/measurement/split-testing](#))
- Leverage Test and Learn to understand which broad strategies are driving incremental conversions ([facebook.com/business/help/testandlearn](#))

## Tips

- Pair your acquisition program with a [fundraising program](#) to reconnect with likely and high-intent donors
- People are more likely to sign up for your email list when they know your candidate or your organization. Leverage the following tactics if your organization has low brand or name recognition: